

Message Text

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FM AMEMBASSY KINGSTON

TO SECSTATE WASHDC 2952

UNCLAS KINGSTON 3234

E.O. 11652: N/A

TAGS: BEXP, JM

SUBJ: POST COMMERCIAL NEWSLETTER PROGRAM

REF: 10 FAM 995; STATE A-5618

FOR COMMERCE

1. THE EMBASSY HAS FOLLOWED WITH INTEREST WASHINGTON'S DEVELOPMENT OF EXPORT PROMOTION TECHNIQUES, INCLUDING METHODS OF ADVERTISING AMERICAN PRODUCTS, TECHNOLOGY AND SERVICES. THE EMBASSY IS PREPARED TO UTILIZE THESE RESOURCES IN A LOCALLY PUBLISHED NEWSLETTER. WE BELIEVE A PROFESSIONAL APPEARING PUBLICATION WILL REQUIRE MORE INPUTS OF READY COPY FROM USDOC THAN WE HAVE RECEIVED PREVIOUSLY, WITH THE MATERIAL SUBJECT OF COURSE TO LOCAL DECISION ON APTNESS AND TIMELINESS.

2. REPAIR PARA 2 ENUMERATED NINE SUGGESTED GUIDELINES FOR THE POST'S NEWLETTER CONTENT. ALL BUT NUMBER 5 - TOURISM PROMOTION - ARE NOW ACCOMPLISHED IN A VARIETY OF WAYS INCLUDING PLACING NEWS ITEMS IN CHAMBER OF COMMERCE AND JAMAICA MANUFACTURERS' ASSOCIATION NEWSLETTERS. WE INTEND TO USE THESE GUIDELINES IN PUBLISHING A BI MONTHLY NEWSLETTER FOR JAMAICA WHICH WILL BE PREPARED BY THE COMMERCIAL SECTION IN CLOSE COOPERATION WITH USIS.

3. OUR NEWSLETTER, ENTITLED "COMMERCIAL NEWS" WILL BE PUBLISHED ON 8" X 13" STOCK WITH THE LETTERHEAD IN TWO COLORS. WE PLAN OUR FIRST MAILING FOR NOVEMBER, 1973. OUR TARGET AUDIENCE OF 300 WILL CONSIST OF THE LARGEST JAMAICAN AND FOREIGN BUSINESSES, JAMAICAN NEWS MEDIA AND GOJ OFFICES WITH PLANNING AND/OR

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PURCHASING FUNCTIONS. SAMPLES WOULD BE JAMAICA INDUSTRIAL DEVELOPMENT

CORP., THE MINISTRY OF COMMUNICATION AND PUBLIC UTILITIES AND THE BUREAU OF STANDARDS. FOR FY 1975 WE HOPE TO ENLARGE OUR TOTAL READERSHIP FROM 300 TO 500.

4. THE FY74 EMBASSY BUDGET INCLUDES \$200 RESERVED FOR THE COMMERCIAL SECTION'S ADVERTISING PROGRAM. WE INTEND TO FINANCE THE NEWSLETTER IN THE CURRENT YEAR WITH THESE FUNDS. THE ESTIMATED COSTS COVERED BY THESE FUNDS ARE \$65 FOR POSTAGE AND \$105 FOR 300 ADDRESSOGRAPH PLATES. TWO THOUSAND SHEETS OF LETTERHEAD PAPER, MIMEOGRAPHING AND ADDRESSOGRAPHING SERVICES WILL BE PROVIDED BY USIS. A SUPPLY OF ENVELOPES AND PREPARATION OF THE STENCILS AS WELL AS FOLDING THE SHEETS AND STUFFING THE ENVELOPES, WILL BE THE RESPONSIBILITY OF THE COMMERCIAL SECTION. NO FUNDING PROBLEM EXISTS FOR 1974.

5. FY 75 SHOULD SEE ENLARGEMENT AND IMPROVEMENT OF THE NEWSLETTER WITHOUT, HOWEVER, GOING INTO EXPENSIVE TECHNIQUES UTILIZING PHOTOGRAPHS OR SLICK COVERS. WE HOPE TO MAIL THE NEWSLETTER TO 500 ADDRESSEES, PERHAPS WITH SOME ISSUES RUNNING TWO SHEETS FRONT AND BACK. USIS ESTIMATES OVERTIME TOTALING 16 MAN-HOURS (AT \$2.10/MAN-HOUR) BIMONTHLY WILL BE REQUIRED TO PRINT, FOLD, STUFF AND ADDRESS 500 NEWSLETTERS. THE ANNUAL OVERTIME COST IS ESTIMATED AT \$250. MAILING WILL CONTINUE FROM THE EMBASSY AND POSTAGE WILL CLIMB TO AT LEAST \$165 PER ANNUM. ADDITIONAL ADDRESSOGRAPH PLATES WILL BE REQUIRED AT AN ESTIMATED COST OF \$100 TO PROVIDE FOR ADDITIONS AND CHANGES TO THE MAILING LIST. POST, THEREFORE, REQUESTS USDOC BUDGET \$500 FOR THE COMMERCIAL NEWSLETTER FOR FY75.

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